

FEDERAL FISCAL YEAR (FFY) 2013 **GOALS AND OBJECTIVES**

The major goals of the California WIC Program for FFY 2013 are to:

- 1. Fully utilize federal funds to support local agency program operations and food delivery systems via WIC authorized vendors and farmers' markets.**
- 2. Effectively manage WIC authorized vendors.**
- 3. Strengthen vendor cost competitive measures.**
- 4. Promote and support all WIC mothers in normal infant feeding.**
- 5. Improve outreach efforts to our community partners.**
- 6. Continue to implement a systems-based approach to assimilate participant-centered WIC services.**
- 7. Continue planning efforts to implement EBT (eWIC) in California.**

To accomplish these goals, the California WIC Program has established the following FFY 2013 program objectives:

Goal One: Fully utilize federal funds to support local agency program operations and food delivery systems via WIC authorized vendors and farmers' markets.

Objective 1: Allocate funds as available to sustain caseload.

Objective 2: Provide technical assistance to local WIC agencies on program and fiscal operations.

Goal Two: Effectively manage WIC authorized vendors.

Objective 1: Enhance the routine monitoring and compliance buy procedures to address vendor abuse.

Objective 2: Increase the accountability of the Local Vendor Liaisons by requiring quarterly structured store visits.

Goal Three: Strengthen vendor cost competitive measures.

- Objective 1: Design and implement a process to collect vendor shelf prices every six months.
- Objective 2: Expand the market basket of foods included in the shelf price surveys.
- Objective 3: Work closely with USDA in developing and implementing a more effective maximum allowable department reimbursement rate (MADR) system.

Goal Four: Promote and support WIC mothers in normal infant feeding.

- Objective 1: Provide all WIC local agency employees ongoing breastfeeding training.
- Objective 2: Ensure the local WIC agency staff receives Baby Behavior training. Baby Behavior education will be provided to all mothers, prenatally in the third trimester and Baby Cues training will be provided to mothers within 6 weeks of their baby's birth.
- Objective 3: Ensure all local WIC agencies annually complete the internal and external segments of the Breastfeeding Community Assessment.

Goal Five: Improve outreach to our community partners.

- Objective 1: Create a toolkit for the Regional Breastfeeding Liaisons, including a collection of lessons learned and tools developed over the past two years by our Regional Breastfeeding Liaisons.
- Objective 2: Improve access to online resources by making the navigation easier and more intuitive for users.
- Objective 3: Create outreach materials for the medical community which emphasizes our commitment to breastfeeding and how we can support each other.

Goal Six: Continue to implement a systems-based approach to assimilate participant-centered WIC services.

- Objective 1: Continue the *Academy for Participant-centered Leadership (APL)* program with its third cohort of local and state agency staff.
- Objective 2: Provide a variety of regional participant-centered services training workshops for local agency staff.

Goal Seven: Continue planning efforts to implement EBT (eWIC) in California.

- Objective 1: Execute a contract for the planning phase of eWIC.
- Objective 2: Complete the cost analysis and feasibility study and develop the Implementation Advance Planning Document. (IAPD)